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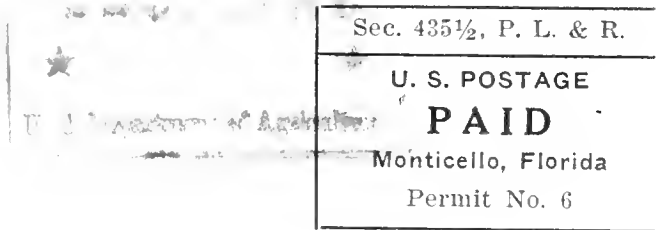
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1938



D. H. GILBERT
GROWER OF WATERMELONS
EXPRESSLY FOR SEED
MONTICELLO, FLORIDA



BETTER SEEDS BETTER CROPS
For Your Land's Sake Plant Crotalaria



FIELD OF WONDERMELONS

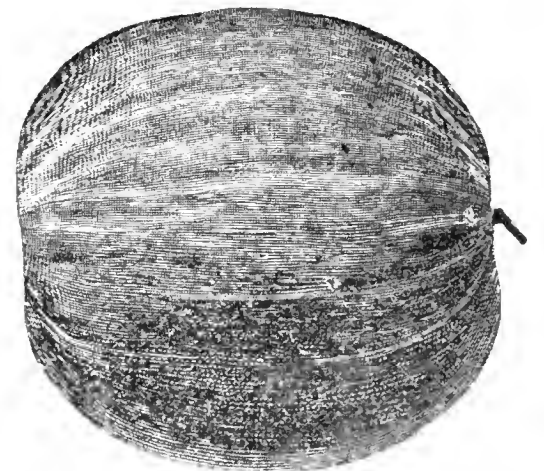
Reuter's Wondermelon

A variety which has become one of the favorites. No watermelon has received more praise in the short time of its existence, and justly so, for it is one of the finest flavored melons raised. It is also very productive, grows great quantities of big, fine, dark glossy green melons, fully as good eating quality as any melon. The rind is rather thin but reasonably tough to insure good carrying for short hauls, and any market that receives this melon will sell to good advantage. Grows long and thick, seeds white, flesh deep red and juicy sweet. I can unreservedly recommend this melon for the market gardeners and large truckers. It will please and satisfy those who like good melons. Note the picture—a field of Wondermelons.



“Thurmond Grey”

Has permanently taken a place among the best shipping varieties of melon. It grows to large size, productive, and is a good shipping sort, sells to good advantage in the principal markets. The flesh being firm will not break when sliced, the color of rind is greenish grey. I consider the Thurmond Grey one of the best market sorts and recommend it for trial. The seed I offer were saved from very choice melons, true to type.



Florida Giant
or
Big Special

The vines are of a vigorous growth and heavy producers, the melons are nearly round in form, the skin is dark green, slightly striped with narrow bands of a lighter green but when full ripe the melons are solid dark green, the flesh is red and firm; a good shipper. Grows larger than most any other variety, not unusual for specimens to weigh 100 pounds.

CROTALARIA AS A SOIL BUILDER

As a soil improver, Crotalaria has given better results than other leguminous crops. The percentage and quality of nitrogen is as high or higher than in any other leguminous crop. The analysis of the nitrogen taken in by the Crotalaria plant is about the same as cowpeas or velvet beans, that is, a ton of dry material of Crotalaria will carry about 40 pounds of nitrogen. Crotalaria makes quite more growth than either of these other crops mentioned, when it is turned back to the soil would consequently add more nitrogen to the soil.

This high percentage of nitrogen coupled with the large yield of top growth has produced more than 200 pounds per acre of nitrogen in test carried on in Florida. The greater part of this nitrogen is fixed from the air by the nodule bacteria on the roots of the plant.

Turning under this high nitrogen crop not only increases the available nitrogen in the soil but adds to the humus content of the soil. When compared with other green manure crops turned under, Crotalaria produced 3,000 pounds more organic material per acre.

Decomposition goes on very rapidly if turned under in a succulent stage of growth, but when turned under in more mature growth stages, it decomposes more slowly and prevents the heavy loss of nitrogen and organic matter. The slower decomposition of the plant residue provides available nitrogen to the growing crop over a long period of time and in amounts favorable for the needs of the crop.

This increase of organic matter to the soil decreases the loss of fertilizer constituents, augments its water holding capacity, and lessens excessive aeration by cementing together the sandy soil particles.

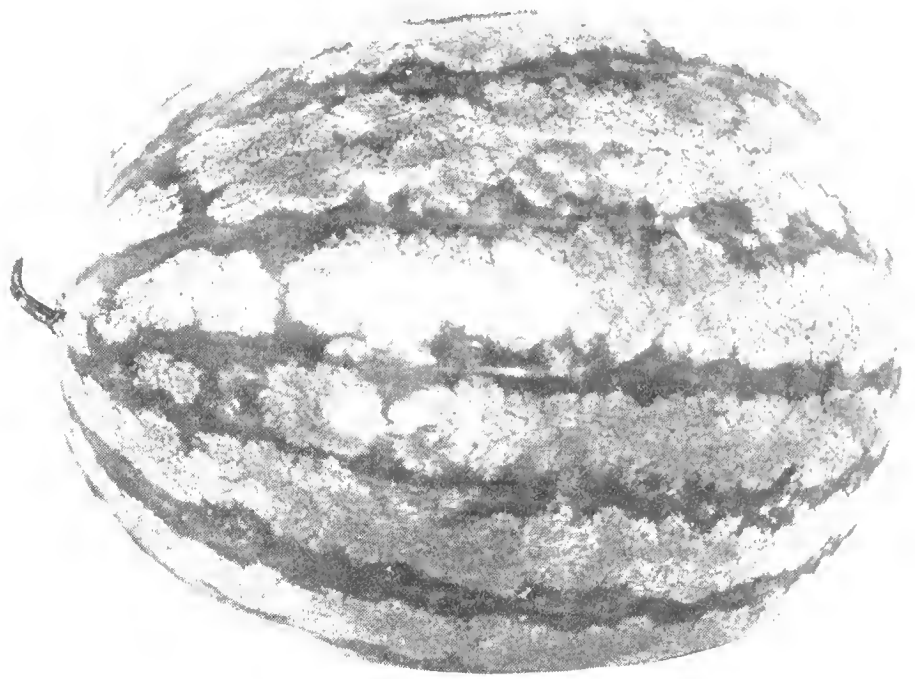
Crotalaria is one of the most valuable leguminous crops, and the cost of seeding the ground is very small.

For seeding an acre in rows three feet apart requires 5 pounds, to sow broadcast requires 12 to 20 pounds.

Price of recleaned and scarified seed, Crotalaria Spectabilis, high germination, less than 100 pounds at 15c per pound, 100 pounds or over at 14c per pound, F. O. B. Monticello, Florida.

Dixie Queen

The correct name for this melon is DIXIE QUEEN, it is known in some sections as Cuban Queen, but is confusing with the old variety by same name which has large black seed and rather coarse flesh. Dixie Queen is an enormous yielder, vines are of vigorous growth, melons in form are round to oval, skin striped light and dark green, fruits are of good size, flesh bright red, crisp and splendid quality, good shipper, and sell to good advantage, seeds small white, and very few in each melon, one pound of Dixie Queen seed will plant as much ground as two pounds of Stone Mountain or other large type seed, medium early, and is a very satisfactory melon with all who have grown it for market.



BETTER SEEDS BETTER CROPS

Grey Jacket

or

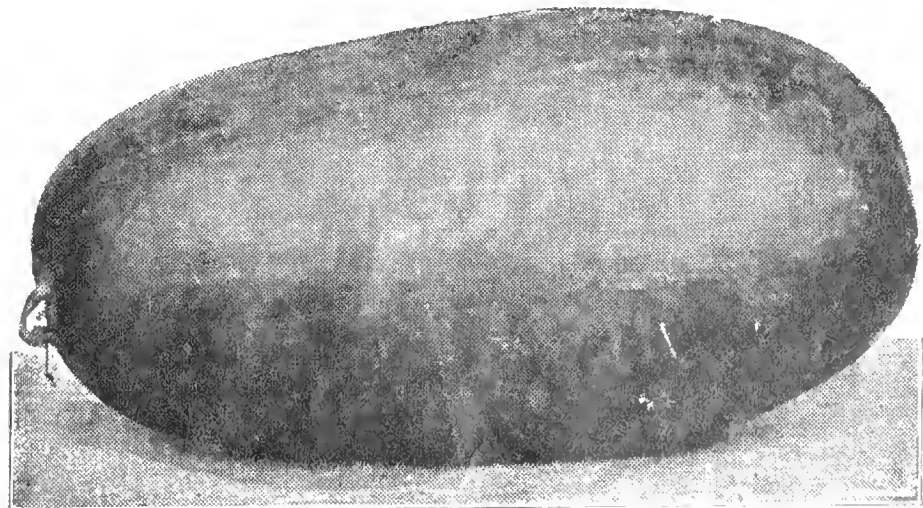
Arnold

Is a very valuable melon, the productiveness is wonderful, the eating quality is all that could be desired in a watermelon, the sparkling red flesh is very sweet and entirely free from hard centers or stringiness, yet the flesh is very firm and compact and will not break when sliced. The size is uniformly large, color of rind greenish grey, ripens medium early, will keep in good condition for a long time after picking and is one of the best shippers.

For Your Land's Sake Plant Crotalaria

Gilbert's "Improved Kleckley Sweet"

Years ago I set out to perfect a better strain of this favorite melon, for the reason it was showing some deterioration; melons were not all growing uniform in size, and with the feeling that it is a grower's duty to keep the type of all good melons up to standard, I rigidly selected and bred this type until I now have a much better melon than the old strain Kleckley Sweet. This improved strain grows uniformly large, retaining all of the fine qualities as a table melon, with an important added feature of having much harder rind. The seed are creamy white, with an occasional seed showing brown smear. The color of rind remains the same—dark bluish green—and grows much larger.



D. H. GILBERT, Seed Grower, Monticello, Florida

Gilbert's Cut-Red Watson

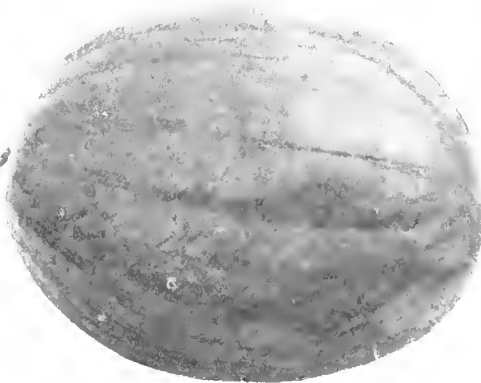


There has never been, so far, a watermelon introduced that became as popular as the Watson. It will be planted commercially for a long time yet, if the planter can be assured of high quality seed.

I was very successful in breeding a strain of this favorite melon which produced no hard white centers. Believe I have improved the Watson melon to the highest degree of perfection in Gilbert's Cut-Red Strain, grows big, glossy, green rind melons with red meat.

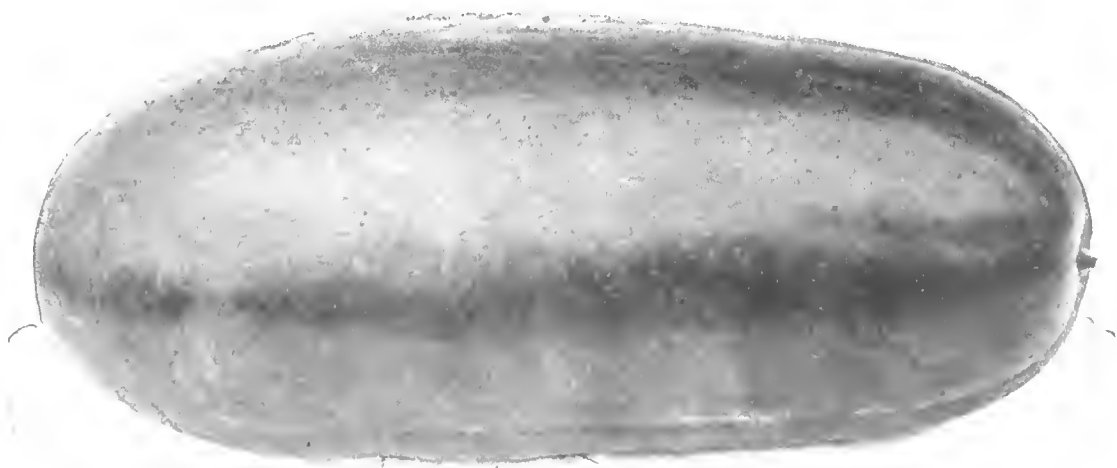
"Stone Mountain" or "Dixie Belle"

This Melon is very popular. It is one of the best among the round watermelons, and has attained the leadership among these sorts. It is very sweet, grows large and is almost round in shape. It is mingled dark green in color, medium hard rind, the flesh is crimson red. Under normal conditions this variety will produce melons weighing over 50 pounds, and will command highest price on any market where quality is first consideration. Every melon grower should give this variety a try-out, whether you like a round melon or not; when you have tasted the delicious flavor and sweetness of the melon you will forget the shape, the real value is on the inside. It is very prolific and has very few seeds, which are white with dark rings, with an occasional black smeared seed.



Better Seeds

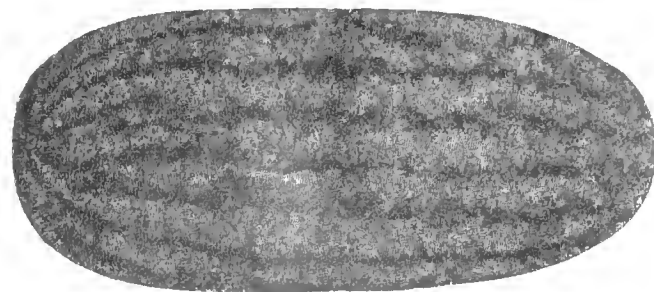
Better Crops



NOTE:—Name changed account of the word Radio being copyrighted, as applied to vegetable seeds, by another firm.

"Ribault," a Protestant, headed a colony of Huguenots who landed in Florida in 1562, was the first white man reported to eat a Watermelon in America, found growing in Jefferson County, near the present site of Monticello, cultivated by the Natches Indians—hence the name "Ribault."

Gilbert's Creation



I have developed a remarkable watermelon in this new variety, which will attract the attention of commercial growers and produce firms that seek a big fine melon, and will be equally as pleasing to the local market growers. This variety certainly should appeal to growers catering to markets that will pay satisfactory prices for attractive products. Eating and shipping quality, productiveness and size were the things I had in mind in propagating this melon, and have been successful beyond my fondest expectations.

The rind is thin for such an enormous size melon, is extremely tough, and will stand ordinary handling and shipping with no bad effects; the meat is sparkling red with no white parts, of a delicious flavor. The melon is a rich green with mottled stripes. This is really a quality article.

For Your Land's Sake Plant Crotalaria

Improved Rattlesnake

Is an elongated gray with light green stripes, an excellent shipper, vines vigorous and productive. Flesh red and sweet, seeds white with black tips.



Gilbert's New Ribault Watermelon

(FORMERLY RADIO)

RIBAULT is long and thick in shape, measuring 24 to 30 inches long by 16 to 20 inches in diameter. The rind is dark green, indistinctly striped with mingled lighter green. The young melons will show stripes, but as they develop and ripen the stripes fade away leaving a dark glossy green color. The rind is medium thick and will stand rough usage during shipping; under ordinary handling the rind will not break. The meat is red and sweet and free from hard centers. It grows remarkably large, and is very prolific, not unusual to grow 600 melons per acre, weighing 40 pounds each. It will make increased profits for the growers and at the same time meet with favor with the buyers, especially those demanding big sizes. You will make no mistake to plant this remarkable watermelon.

Gilbert's Improved Excel

Improved Excel is the result of careful breeding and selection of the original Excel Watermelon, which has both white and black seeds. I was successful in breeding this strain to all white seed with black rings or tips. The melon grows larger and more uniform, with no round melons, making a much more satisfactory melon. Can also supply Black-seed type Excel.



Halbert Honey

Often called the sweetest of all melons. In quality, Halbert's Honey is simply wonderful, and of a rich fruity flavor. Entirely devoid of fibrous substances, the

sweet flesh melts away in the mouth like so much honey, even after the largest bite of "heart." This is surely a sweet melon, and its delicious crimson red flesh extends nearly to the skin, the rind being very thin and brittle. The melon is long in shape, and the dark green skin makes it very attractive. The hardy vines are remarkably prolific. It is quite early, a good feature for the commercial grower. The flesh is tender and luscious, extra sweet. The rind is not tough or thick enough for long distance shipping, but this is a prime favorite for local markets and home use. In good soil, will yield melons weighing 50 pounds.



A NEW WATERMELON OF A DISTINCT TYPE



Early Kansas Water Melon

Introducing for the first time a most wonderful NEW WATERMELON, Early Kansas. Results from trials in many parts of the country were highly satisfactory, proving beyond a doubt that this is the largest of all early melons, ten days or more earlier to ripen than Watson. From seed planted at Monticello, Fla., March 21st, had ripe melon June 15th, weighing over 30 pounds—only 85 days from planting the seed to ripe melon. The Early Kansas has finest texture, sweet flavor and melting, bright red meat, solid to the rind, which is about one half inch thick. Nearly round in form, light green with broad bands of wavy stripes, growing 30 to 60 pound melons, with some specimens up to 80 pounds, seed red when green but dry to buff color and very few to each melon. It is a very robust grower, heavy deep rooting vines assure a heavy cropper, the productiveness is equal to or better than any other melon; under normal conditions 800 to 1,000 melons per acre weighing 30 pounds each is not surprising and every melon a good one, no white or stringy hearts, and a wonderful shipper. Note statements from large growers and receivers of melons about the Early Kansas Watermelon. It should make a profit to a grower under the same conditions other varieties may show a loss. Certainly is worth a trial, especially at the very low price for seed of a new variety.